

City of Horseshoe Bay, Texas

2020 LONG RANGE PLAN UPDATE

REQUEST FOR QUALIFICATIONS



(830) 598-9940

www.horseshoe-bay-tx.gov

INTRODUCTION

The City of Horseshoe Bay, Texas, (“City”) is updating its Long Range Plan through the Long Range Planning Advisory Committee (“LRPAC”), a committee chartered by the City of Horseshoe Bay City Council. The charter for the LRPAC is attached along with the ordinance passed by the City Council establishing the LRPAC. Additional information about the current and previous long-range planning work can be found in the link listed in the Attachments section of this RFQ.

The LRPAC is in the beginning stages of updating the City’s long-range plan and invites firms and individuals to respond to this Request for Qualifications (“RFQ”).

The City’s previous long-range plan (“LRP”) was adopted on October 18, 2016, following a community effort that started in March 2015. The LRP was to serve as a guide and provide recommendations to the City Council. The LRP consisted of High, Mid, and Low Priority Goals to be pursued by the City Council, the Council’s associated committees, and the City staff.

The purpose of this project is to **update the LRP** by addressing updates and changes in the community that have occurred over the past four years. The selected consultant (“Consultant”) will be responsible for the scope of work outlined later in this document, including high-quality and innovative community engagement, communicating with LRPAC members and City staff, and producing the required final product.

Information covering the City, goals of the project, scope of work, and proposals and evaluations are included on the following pages.



ABOUT HORSESHOE BAY

Background | The City of Horseshoe Bay. is a unique community of about 7,200 residents in the Texas Hill Country. About 55% of the population are full-time residents while the other 45% are part-time residents. Most of the City is located in Llano County, but part of the City is also within Burnet County. Much of the City is centered around Lake LBJ and the Horseshoe Bay Resort, which includes four Robert Trent Jones, Sr. golf courses, tennis and pickleball facilities, a yacht club and marina, and various other amenities. The City also encompasses Escondido with its private club and a Tom Fazio designed golf course. Other areas are also included in the City, and detailed maps can be found at <https://www.horseshoe-bay-tx.gov/178/Maps>.

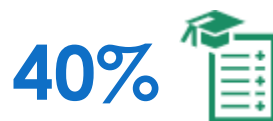
The City covers approximately 16.5 square miles, property valuations total \$2.2 billion, and sales tax revenues are about \$1.6 million annually. The City is known regionally for its exceptional quality of life, small-town ambiance, and recreational amenities. The City of Horseshoe Bay is primarily a residential and resort community, with very limited commercial development. There are no schools in the City.

Going Forward | The City was incorporated in 2005, so it is very young. The only long-range plan in existence is the one adopted in 2016. The City has experienced significant growth in the past few years with residential building permits being issued at very high rates. Austin continues to grow toward Horseshoe Bay. The Horseshoe Bay Resort has advertised that it is spending about \$90 million over a multi-year period to upgrade the resort's amenities. Reliable and fast Internet broadband service remains a challenge for the community. Continued community growth is anticipated. The updated long-range plan needs to address these and numerous other challenges so that the City progresses in line with the desires of its residents.

The LRP should build on the City's recent growth and guide future development along a sustainable path to protect Horseshoe Bay's unique character, appearance, resources, public health, quality of life, public safety, and welfare.



Median age
of residents



Population with
bachelor's degree
or higher



Population that works –
most are retired

PROJECT GOALS

The goals of the long-range plan include the following:

- Create a plan that is **useful, intuitive, and accessible** for the community in a concise, yet cohesive document.
- Understand the needs and desires of a diverse set of stakeholders and develop a plan that addresses these in an action-oriented, pragmatic manner.
- Reexamination of the previous long-range plan to ensure that its recommendations have been duly considered in developing the updated plan.

TIMELINE

The desired completion date for the LRP update is October 2020. The anticipated schedule is included in the following timetable.

Activity	Targeted Dates
RFQ Released	December 2, 2019
Pre-Proposal Conference for Q&A (held at Horseshoe Bay City Hall, or via phone)	December 19, 2019 (11:00 a.m.)
RFQ Deadline	January 8, 2020
Formal interviews with Selection Committee (following review of qualifications); and Consultant selected	Week of January 12, 2020
Consultant contract approved by LRPAC	January 16, 2020
Consultant research, community engagement and plan development; and updates with LRPAC	January - October 2020
Presentation to City Council and working sessions with Council prior to adoption	November – December 2020

A Request for Qualifications (RFQ) process will be utilized for solicitation of professional services which will be advertised through the City’s Web site and through the American Planning Association Web site. Once proposals are received, a selection committee will review the qualifications, determine a formal interview list, and conduct interviews (optional). Based on its evaluation of the selection criteria, the Selection Committee will forward its recommendation to the LRPAC for final approval. Proposals clearly labeled “Long Range Planning Advisory Committee - 2020 Plan Update” must be received by January 8, 2020, at the City Manager’s office no later than 3:00 p.m. local time. Proposal instructions and service specifications are below.

SCOPE OF SERVICES

The selected Consultant will work closely with members of the Long Range Planning Advisory Committee and the City Staff. Professional planning and public engagement services are needed to complete the project as follows:

- Assist the LRPAC by taking a broad overview of the committee's processes and specific activities to help ensure the work plan is comprehensive and continues to meet the committee's objectives.
- Provide feedback to the LRPAC on work conducted with other cities and learnings from this work that will help the committee perform its work thoroughly and accurately.
- Participate in six, 2-hour meetings of the LRPAC's full-committee meetings to ensure the Consultant has strong contextual background and contemporaneous feedback on the committee's work.
- Assist in preparing the interview guide to be used as part of the stakeholder engagement work.
- Work with the committee and the community survey consultant to prepare a thoughtful and comprehensive survey to be distributed to all residents of Horseshoe Bay to secure their input into this long-range planning work. Following receipt of the survey input, work with the committee and the survey consultant to synthesize the input into meaningful narratives and action plans.
- Take the lead role in structuring and facilitating the Public Forums that will be held with the community to present the results of the survey and gather further community input.
- Take the lead role in organizing the final reports produced by the LRPAC for presentation to the City Council and City Staff. The reports will include at least the following: Executive Summary, Full Report, Implementation Guide. Note: the members of the LRPAC will participate extensively in the preparation of the final reports.

A stakeholder map is being prepared that will identify key stakeholders associated with this long-range planning work and the action plan for engaging with these stakeholders, e.g. interviews with the full committee, interviews with specific committee members, written surveys, etc. In addition, a community-wide survey will be prepared to solicit input from all residents of Horseshoe Bay (full-time and part-time residents). Also, public forums (likely two) will be held to (i) solicit feedback from residents in real time and (ii) promote discussions among participants that will allow the committee to gain a deeper understanding of the issues that are of concern to residents.

The project will provide a comprehensive update to the City Council, presented in a format and with language that is readable and accessible to the public; including maps, illustrations, tables, graphs, etc.

A contract will be negotiated and issued after the Consultant has been selected and approved by the LRPAC. The previously-approved budget for the Consultant's part of the work is not to exceed \$35,000.

INSTRUCTIONS

Applicants must follow these instructions when submitting their proposal:

Deliver as follows: four (4) hard copies plus one (1) electronic PDF-file version (CD or flash drive) shall be submitted to the address below in a sealed package clearly marked to the attention of:

Stan R. Farmer

City Manager

City of Horseshoe Bay

P.O. Box 7765

Horseshoe Bay, TX 78657

sfarmer@horseshoe-bay-tx.gov

Proposals received after the specified date and time will be rejected and returned unopened. Proposals may not be modified or withdrawn after the submittal deadline. However, a respondent may withdraw one's proposal from the selection process any time before the submittal deadline. The City reserves the right to extend time for submittals.

- Additional promotional materials/brochures may be included to supplement the proposal but may not substitute for any of the content requirements of the proposal itself. This additional material need not be submitted in an electronic format.
- Communications (other than the process described herein) with the City, the selection committee, or the general public relative to this RFQ prior to the announcement of a selection is strictly prohibited.
- The City reserves the right to request a change in any proposed sub-consultants, if applicable.
- The City reserves the right to waive any irregularities and/or reject any and all submittals. The City is under no obligation to award a contract to any Consultant or individual submitting a proposal.
- The City shall not be responsible for any costs incurred in the preparation, submittal, and presentation of proposals.
- All materials submitted shall become the property of the City and shall be subject to the laws and regulations relating to the disclosure of public information. No guarantee of privacy or confidentiality is offered or implied.

PROPOSAL REQUIREMENTS, EVALUATION CRITERIA, ATTACHMENTS

The following are the contents that all proposals must include. The following categories and criteria will be major considerations in the evaluation and determination of the most qualified and capable Consultant and/or individual. Note: The sequence of the listing is not intended to reflect relative weight of each category:

- **Cover Letter:** The cover letter should briefly state the understanding of the work to be performed and a statement as to why the Consultant believes they are best qualified to perform the services. The cover letter should also include the name(s) of the person(s) authorized to represent the proposer, title, address, email address, and phone number.
- **Interest and Relevant Experience:** A statement of interest for the scope of services (not to exceed two pages) including a narrative describing the respondent's capabilities, relevant experience, and interest in the scope of work.
- **Data sources:** Demographic and other data sources that the consultant will use in performing the work (ERSI, etc.).
- **Availability:** A statement on the availability and commitment of the respondent to undertake the scope of services.
- **References:** The name, address and telephone number of at least three client references (preferably municipal clients) who can attest to the respondent's ability to perform the services. Proposal shall include a description of the relationship between each reference and the respondent.
- **Disclosure:** Proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the City.
- **Fee:** Proposal shall include billing rates for key personnel based on the year 2020. The fee proposal shall, if applicable, itemize the methodology for billing reimbursable expenses such as mileage, production of documents, etc. The City seeks a fee schedule to include in the contract to ensure predictability of costs.
- **Scope of Work:** The LRPAC would like to have a well-defined Scope of Work prior to awarding a contract, so the response should include any additional work the consultant anticipates needing to be performed and the cost associated with this work.

The desired timeframe for project commencement is January 2020, with project completion in December 2020 (see Timeline for more detail).

Attachments:

1. 2019 Long Range Planning Advisory Committee (LRPAC) Charter – Adopted by City Council June 18, 2019 (see link in item 3 below)
2. City of Horseshoe Bay Ordinance No. 2019-36 Creating the 2019 Long Range Planning Advisory Committee (see link in item 3 below)
3. The City of Horseshoe Bay Comprehensive Long-Range Plan (Approved October 18, 2016), and additional information about the current and previous long-range

planning work: <https://www.horseshoe-bay-tx.gov/395/Long-Range-Planning-Advisory-Committee>

4. Schedule of 2020 monthly full-committee meetings of the LRPAC; January 16, February 27, March 19, April 23, May 28, June 25, July 30, August 20, September 24, October 22, November 19.



END OF REQUEST FOR QUALIFICATIONS